# Wayland Logo

**WBU On-Line**

**School of Business**

**Course Syllabus**

# 2. UNIVERSITY MISSION STATEMENT:

Wayland Baptist University (WBU) exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MGMT 4321-01, Entrepreneurship

# **4. TERM**:

Fall 1, 2021 (August 9 – October 2)

# **5. INSTRUCTOR**:

Dr. Walter J. DeCastro

# **6. CONTACT INFORMATION**:

Office (Cell) phone: 205.862.4625

WBU Email: [Walter.DeCastro@Wayland.wbu.edu](mailto:Walter.DeCastro@Wayland.wbu.edu)

I check email throughout the day; also, for emergencies call me at 205.862.4625

7. OFFICE HOURS, BUILDING & LOCATION:

Monday/Thursday/ 5-7PM CST, Virtual Office

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day/time & location: WBU On-Line (VC01)

# **9. CATALOG DESCRIPTION**:

Self-assessment and venture management, identifying and evaluating new venture opportunities, marketing research applications; operational aspects; risk management, case studies, and field experiences.

# 10. PREREQUISITE:

MGMT 3330 or Consent of Business School

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Small Business: An Entrepreneur's Business Plan | Ryan/Hiduke | 9th | 2014 | Cengage | 9781-28557-9672 | 4/13/15 |

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

# 12. OPTIONAL MATERIALS:

***NOTE:*** AN eTEXTBOOK IS AVAILABLE FOR THIS COURSE.

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Demonstrate an understanding of entrepreneurial concepts and processes.
* Develop ideas for new business opportunities; Identify target customers, market factors, locations, and financial requirements for a new business.
* Integrate entrepreneurial concepts and processes.
* Develop and present an original business plan.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings (or course work, i.e., Discussion Board Assignments, Weekly Quizzes, Integrity Quiz, and etc.) may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero-tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported, and second offenses will result in suspension from the University.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

* Weekly quizzes 20 points each (X 6 weeks) = 120 points
* Weekly discussion board questions 15 points each (X 6 weeks) = 90 points
* Midterm Exam Research Paper 75 points
* Final Exam Power Point Audio Enhanced Business Plan Presentation 115 points
* Total: 400 points (Plus 10 extra points for completing the Integrity Quiz)

**17.1 Grade Appeal Statement:**

“Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE:

Week One

* Complete Quiz – 1 (Chapters 1 & 2)
* Complete Integrity Quiz
* Complete the readings (Chapters 1 &2), videos, and other assignments for the week
* Answer Discussion Question (DQs) – 1

Week Two

* Complete Quiz – 2 (Chapters 3 & 4)
* Complete the readings (Chapters 3 & 4), videos, and other assignments for the week
* Answer Discussion Question (DQs) – 2

Week Three

* Complete Quiz – 3 (Chapter 6)
* Complete the reading (Chapter 6), videos, and other assignments for the week
* Answer Discussion Question (DQs )- 3

Week Four

* **Midterm Due: Midnight 9/4 CST (Please see assignment folder)**
* **Please review requirements and the Grading Rubric!**

Week Five

* Complete Quiz – 4 (Chapters 8 & 10)
* Complete the readings (Chapters 8 & 10), videos, and other assignments for the week
* Answer DQs -4

Week Six

* Complete Quiz – 5 (Chapters 12 & 13)
* Complete the readings (Chapters 12 & 13), videos, and other assignments for the week
* Answer DQs – 5

Week Seven

* Complete Quiz – 6 (Chapter 15)
* Complete the reading (Chapters 15), videos, and other assignments for the week
* Answer DQs – 6

Week Eight

* **Submit Final: Saturday Midnight 10/2 CST (Please see assignment folder)**
* **Please review requirements and the Grading Rubric!**
* **Last day to submit all work for this term is October 2, 2021**

# 19. ADDITIONAL INFORMATION:

**Submission of Assignments:**

All weekly assignments are due no later than Sunday Midnight Central Standard Time (CST) of the week assigned (For full credit on Discussion Board Questions, your initial response must be submitted by Wednesday Midnight; responses to other student learners may be submitted by Sunday Midnight CST). All conflicts for submitting your work must be communicated to me prior to Sunday Midnight CST (preferably in an email to avoid any confusion).

STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY EXCLUSION (Section 15):

Please be aware that this course will require the student to submit their work product through SafeAssign. However, I am aware that some of you may have already created a Business Plan in MGMT 3330, and as such, while I will allow some of that plan to be utilized… I do not expect a duplication of the previous work product; so please respect my warning.

**Grade calculations:**

A – 90% - 100% 360 to 400 points

B – 80% – 89% 320 to 359 points

C – 70% – 79% 280 to 319 points

D – 60% – 69% 240 to 279 points

F - Below 60% 239 & below points

F = BELOW 239 OR GREATER THAN 25% ABSENCE ( see SEC 14.0)

**Instructor Teaching Philosophy:**

This course is designed to help you become familiar with understanding how to manage a start-up or a small business. Through our discussion board (DB) questions and responses, I want to see active/mindful engagement with your fellow student learners. It is okay to disagree with other students but remember to be respectful/considerate in your responses. I expect our DB sessions to be collaborative and students to demonstrate self-motivation and initiative (i.e., a yes, no, I agree, or disagree is not appropriate). Reading, analysis of chapter readings, and careful preparation, along with a concerted attempt to provide complete responses will net the student learner’s maximum “take-away” understanding of the issues presented.

As an instructor I am obligated to teach the student learner not only to learn and accept various outcomes (some of which may not be under their full control) but to also formulate plausible solutions that must be adapted to the various and ever-changing business environmental elements. If one understands how, when and where to search for a solution, the outcome of why and the ability to express a proposed solution in a clear, concise, and direct manner, either in writing and/or orally, will place them in a successful path with whatever endeavor they choose to pursue.

REF MGMT4321-B Fall 1 2021 V1